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NUTRITION COMMITTEE NEWS

For exchange of information on nutrition education and school lunch activities.

NOVEMBER - DECEMBER 1952

WASHINGTON, D. C.

REACHING PEOPLE OUT OF SCHOOL

USING MANY CHANNELS

Personal contacts

Organizations represented on the West Virginia Nutrition Committee carry nutrition information to their members. The scope of this coverage is indicated by their membership which includes professional associations (medical, dental, dietetics, nursing, and home economics), civic and other clubs (federated women's, farm women's, garden, PTA, and Boy Scouts), State and Federal Government agencies, American Red Cross, universities, occupational, business and industrial interests (United Mine Workers, West Virginia Millers, Retail Grocers Association, Restaurant Association, Farm Bureau, Monongahela Power Company, West Virginia Manufacturers Association, and Hazel-Atlas Glass Company).

Ties with professional groups are strengthened through joint meetings. This year the Nutrition Committee's annual meeting was held with the West Virginia Home Economics Association and in 1951 with the State Medical Society.

By holding quarterly meetings in different cities of the State, the nutrition committee gets publicity in community papers and reaches a wider public. This plan also makes it convenient for workers in various parts of the State to attend at least one meeting a year.

Press

An active publicity committee has aided the West Virginia Nutrition Committee in presenting its programs to the public and securing cooperation. Important features of meetings are talked over with reporters and photographers far in advance. The possibility of pictures is discussed. This is followed up by giving the newspaper a press release, copy of the program, and information about the speakers. The chairman says that with this method, "newspapers give us good publicity and coverage."

Nutrition articles prepared by committee members get into homes of industrial workers through trade, industrial, and labor papers.

Radio

The Committee records on tapes, radio broadcasts made by specialists over local stations, and rebroadcasts them from stations in other cities to further extend their message.

Questionnaires

Two questionnaires, "How Am I Doing" and "Which Is It," are being used at meetings of organized clubs by the West Virginia Committee as a starting point for nutrition talks or programs. "How Am I Doing" is made up of 10 questions on the frequency of eating specified foods. "Which Is It" tests general knowledge about nutrition.

After answers have been filled in by the audience, the questions are discussed by the speaker. Those who wish to take the forms home are given second ones since the filled-in forms are kept as a record of nutrition practices. Nearly 1,000 forms are on file.

Good Breakfast Project

The most comprehensive program undertaken by the West Virginia Nutrition Committee over the years is its good breakfast program prompted by a nutrition survey. The Committee in 1947 interested the Governor in proclaiming a Good Breakfast Week in September and made plans for State-wide observance.

An account of the program as carried on during the first year is given in a report, "A State-Wide Nutrition Program, 1947-48," available from the West Virginia University College of Agriculture, Morgantown. The Committee arranged special events or activities involving prominent persons, so that frequent reports in the newspapers would keep the idea of a good breakfast in the minds of people at all times.

The Good Breakfast Program has continued. Last year it was presented to 900 employees of an industrial plant. All employees attended the sessions, showed great interest, and took the materials offered.

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U.S. DEPARTMENT OF AGRICULTURE
CURRENT SERIAL RECORD

DESIRABLE WEIGHT — A COMMUNITY PROJECT

The Louisville (Ky.) Nutrition Committee featured nationally known Ida Jean Kain, dietitian and syndicate writer, to draw attention to its Desirable Weight Project in 1951-52. Her coming provided occasion for a luncheon, three TV programs, radio announcements, radio interview, and press notices. Health and physical education teachers in public schools and other people were sent an announcement of her talk. Posters in public buildings, bookstores, and other stores advertised it. About 350 people heard Miss Kain at the public meeting, and an estimated 180,000 viewed the TV programs.

Much preliminary planning preceded this "kick-off" talk. The Nutrition Committee first canvassed its own members to see what each could do to promote weight control among lay and professional groups. It invited the Louisville Heart Association to join in the program; established a Speakers' Bureau; and arranged a series of classes on weight control.

Flyers announcing the availability of speakers were sent to PTA's and women's clubs. Talks were made before 18 of these groups.

The classes were endorsed by the County Medical Society with the proviso that those admitted have the approval of physicians. An application blank for a physician's signature and a flyer describing the course were distributed at the public meeting. Press and radio announcements publicized the classes. TV news showed the mayor checking his weight and applicants registering for classes.

Eighty-nine persons have completed the series of classes. It consists of four lectures on "Why are you overweight," "Check your intake," "Exercises for slimming," and "Rewards of normal weight." Volunteers from the Nutrition Committee and the Heart Association help to weigh and measure participants. Literature on weight control and an exhibit in the Louisville Public Library supplement the course. There is a waiting list for future classes.

Forty-nine participants attended the first monthly meeting to follow up the classes. The meetings consist of talks, group discussion, and demonstrations of low-calorie meals and dishes.

BASING EDUCATION ON SURVEY FACTS

"What can and should be done to improve food and nutritional conditions revealed in recent studies?" was the question put to a panel of members of the South Carolina Nutrition Committee at its April meeting. The panel reviewed findings from studies of family food consumption, of food habits of school children and their teachers, and of prenatal clinic patients. Facts concerning maternal and infant death rates, trends in home food production, family food expenditures, and food supplies were also presented.

ICNESL NOTES

The Interagency Committee on Nutrition Education and School Lunch added to its membership the Department of Interior's Fish and Wildlife Service. Representatives of the Federal Civil Defense Administration, and the North American Regional Office of the United Nations' Food and Agriculture Organization have also been invited to attend meetings.

Representatives and alternates for the current year are—

American National Red Cross

Mrs. Martha Smith Fry

Children's Bureau, FSA

Miss Helen Stacey (1952-3 chairman of ICNESL)

Miss Marjorie M. Heseltine

Office of Education, FSA

Dr. Johnie Christian, Mr. James H. Pearson;

Miss Elsa Schneider, Dr. Holger F. Kilander

Public Health Service, FSA

Miss Geraldine Piper, Miss Marjorie Cantoni

Bureau of Human Nutrition and Home Economics, USDA

Dr. Esther F. Phipard, Miss Sadye F. Adelson

Extension Service, USDA

Miss Madge J. Reese, Miss Mena Hogan;

Dr. Evelyn Blanchard, Miss Mary Rokahr

Farmers Home Administration, USDA

Miss Gertrude Drinker, Miss Patsy Graves

Office of Experiment Stations, USDA

Dr. Georgian Adams, Miss Christine Justin

Rural Electrification Administration, USDA

Miss Oneta Liter (1952-3 vice chairman of ICNESL)

Miss Louisan Mamer

Production and Marketing Administration, USDA

Miss Kathyryne Sheehan, Mrs. Bertha Olsen

Fish and Wildlife Service, USDI

Mrs. Rose Kerr, Dr. Hugo Nilson

Liaison representatives are—

Federal Civil Defense Administration

Mrs. Ellen C. Ruthman

Food and Agriculture Organization of the United Nations,

North American Regional Office

Mrs. Andromache Tsongas Sismanidis

The problems

Use of more milk, green and yellow vegetables, tomatoes, and citrus fruit were found to be the most pressing needs. The family study, made in the late winter and early spring of 1948 in a tobacco farm area, showed that 56 percent of the families averaged less than one cup of milk a person a day. Two-thirds of the families failed to get recommended amounts of vitamin C from their meals. The diets of about one-half of the families were below recommendations for vitamin A value.

Steps to improve the situation

Discussion and suggestions came not only from panel members but from the entire committee. It voted to have the panel continue to work as a subcommittee and to consider the subject again at the next meeting.

The committee suggested that, in planning nutrition education work, agencies cooperate to reach people needing information most, such as welfare clients and prenatal clinic patients. It urged industry to put information on food and nutrition in employees' pay envelopes. Also it recommended publicity about locally produced vegetables and fruits high in vitamins A and C and economical sources of other needed nutrients . . . broadcasts on food in relation to health . . . comics on good eating habits for children . . . and flip-flop posters on nutrition.

The committee emphasized that to be effective, educational materials should be sound and simple; that workers adapt materials to needs and habits of their groups; and that workers without specialized training in nutrition be given help and training.

Promoting use of milk

An educational program to increase milk production and use is already under way as an outgrowth of a 1951 workshop at Winthrop College, Rock Hill, S. C. In one pilot county, the Public Health and the Education Departments, Extension Service, Experiment Station, and Dairy Association are cooperating in a county-wide milk program.

Emphasis is placed on use of milk in both school lunches and home meals. The school lunch is being used to educate parents. PTA programs on nutrition, lessons on milk for home economics and health education classes, an essay contest in schools on reasons for milk in the diet, and demonstrations in prenatal clinics on how to use nonfat dry milk have been carried on by various cooperating agencies. Exhibits and pamphlets in schools and publications circulated by libraries strengthen the message. A decided increase in the use of milk in schools since the program began has been observed.

The Story of a Bottle of Milk was the subject of 26 on-the-scene radio programs. Broadcasts were made from farms, milk plants, and consumers' homes. They dealt with all steps in production, processing, transportation, and use of milk. The entire series has been transcribed and can be used in other ways.

Work is continuing

A study made in the beginning of the program on the amount of milk sold through stores will be checked against later sales.

A second panel was arranged to acquaint Farmers Home

Administration personnel with the facts brought out at the State Nutrition Committee meeting.

A workshop in 1953 will help leaders develop and carry on their nutrition education programs.

THE BASIC 7 — A VERSATILE TEACHING TOOL

The flexibility of the idea back of the Basic 7—classifying foods into relatively few groups for teaching purposes—is shown by charts developed by nutrition committees in Hawaii, Maine, Puerto Rico, and other places. In each case local foods have been grouped according to their functions in the diet. The Puerto Rican 5-part circle allots four segments to foods needing increased use; (1) milk, (2) meat, fish, garbanzos (chick peas), eggs, (3) green and yellow fruit and vegetables, and (4) fruit. The fifth segment includes foods commonly eaten every day such as rice, beans, codfish, sugar, butter, and coffee.

The Basic 7 can be adapted to many different teaching situations. For example—

Coaches in high schools used mimeographed materials on Foods—Suggestions for the Athlete to advise students on selecting suitable meals. The Kansas Tuberculosis and Health Association developed these from the Basic 7.

Food service managers were offered suggestions on food preparation, service, and Basic 7 meal planning by the Connecticut State Department of Health.

Nurses taught patients how to improve food habits by using a diet-record form and supplemental sheet giving amounts of Basic 7 foods recommended for individuals according to age and condition, such as pregnancy, lactation, or tuberculosis. The materials were prepared by the Pennsylvania Department of Health.

Homemakers were shown the best buys in each food group through a leaflet distributed by the Pennsylvania Department of Health.

School lunch managers and cooks were aided in understanding the type A school lunch pattern by the Michigan Department of Health's folder "Check up on your meals." This lists the food groups, with recommended servings.

Farmers Home Administration supervisors in Oregon

New Chairmen of State Nutrition Committees

Illinois. Miss Sarah Miner, Western Illinois State College, Macomb

Maine. Miss Mary Ross, Bureau of Health, Augusta

Oregon. Miss Grace Workman, Oregon Dairy Council, Portland

South Dakota. Mr. T. A. Evans, Department of Health, Pierre

were given Helps for Farm and Home Planning as an aid in advising borrowers on adequate home food production and budgets. For each of the seven food groups, the kinds and amounts of food recommended for an individual for 1 day and 1 year are given with a column provided for computing family needs for 1 year.

Eastman Kodak Company nutrition advisers use the Basic 7 to assist employees with their individual food problems.

THE BEST SELLERS

This year public health nutritionists were again asked by the Food and Nutrition Section of the American Public Health Association which nutrition pamphlets, books, posters, and films they found most useful in teaching nutrition to other professional personnel. Here are the 12 that were most often mentioned in order of their popularity.

THE WHEEL OF GOOD EATING. Poster. 1948. The American Institute of Baking, 1135 W. Fullerton Ave., Chicago 14, Ill.

TEACHING FAMILIES GOOD NUTRITION. A Guide for Nurses. 43 pp. 1951. Metropolitan Life Insurance Co., 1 Madison Ave., New York 10, N. Y.

***WHY WON'T TOMMY EAT?** 16mm. sound, black and white, or color film. 19 min. 1948. National Film Board of Canada, 1270 Avenue of the Americas, New York 20, N. Y.

***THE SCHOOL THAT LEARNED TO EAT.** 16 mm. sound, color film. 22 min. 1948. General Mills, Inc., 400 Second Ave., S., Minneapolis 1, Minn.

ROAD TO GOOD NUTRITION. L. Roberts. CB Pub. 270. 52 pp. From Children's Bureau, Federal Security Agency, Washington 25, D. C. (Single copies free as long as supply lasts.)

COMPOSITION OF FOODS . . . RAW, PROCESSED, PREPARED. Bureau of Human Nutrition and Home Economics, USDA. Agr. Handbook 8, 147 pp. 1950. Available from Superintendent of Documents, Government Printing Office, Washington 25, D. C. 35 cents.

NUTRITION IN HEALTH AND DISEASE. L. F. Cooper, E. M. Barber, H. S. Mitchell, and H. J. Rynbergen. Ed. 11, 744 pp., illus. 1950. Published by J. P. Lippincott Company, Philadelphia, Pa.

WEIGHT REDUCTION THROUGH DIET. 16 mm. sound, color, film. 12½ min. 1952. Sponsored by National Dairy Council. Available from Association Films, Inc., 35 W. 45th St., New York 19; 79 E. Adams St., Chicago 3; 351 Turk St., San Francisco 2; 1915 Live Oak St., Dallas.

***SOMETHING YOU DIDN'T EAT.** 16 mm., sound, color film. 9 min. 1945. United States Department of Agriculture.

HANDBOOK OF NUTRITION. Ed. 2, 717 pp. 1951. Prepared under auspices of the Council on Foods and Nutrition of the American Medical Association. Published by Blakiston Co., Philadelphia, Pa.

It is also the basis of leaflets on how to gain or lose weight and of exhibits on good diets.

These few examples indicate the wide usefulness of the idea underlying the Basic 7. Some of the examples came in response to our request in the June NCN for information on the use of the Basic 7 and other devices. We are still gathering examples and materials and shall appreciate any that NCN readers send us.

NATIONAL FOOD GUIDE. (Interpretation of the Basic 7) Bureau of Human Nutrition and Home Economics, USDA. Leaflet 288. 1946. From Office of Information, USDA, Washington 25, D. C. (Free.)

NUTRITION IN PUBLIC HEALTH. L. Gillett. 303 pp., illus. 1946. Published by W. B. Saunders Co., Philadelphia, Pa.

*Available on loan from State college and university film libraries.

MATERIALS

Listing of these materials is for information of readers and does not necessarily mean recommendation. They may be obtained from the addresses given after the name of the publication. The symbols refer to—

INF—Office of Information, USDA, Washington 25, D. C.

PMA—Office of Information Services, Production and Marketing Administration, USDA, Washington 25, D. C.

BETTER HEALTH FOR SCHOOL-AGE CHILDREN. 9 pp. 1951. From Federal Security Agency (Children's Bureau, Office of Education, or Public Health Service), Washington 25, D. C.

BONING; CUTTING; AND COOKING SMOKED HAM FOR SCHOOL LUNCH. 6 pp., illus. 1952. (For distribution to schools and institutions only.) PMA

CANNING IN GLASS JARS IN COMMUNITY CANNING CENTERS. B. F. Olsen and E. H. Scott. Production and Marketing Administration. Agr. Handbook 44. 29 pp., illus. 1952. (Fruits, vegetables, meats, chicken.) PMA

DRY BEANS, PEAS, LENTILS . . . MODERN COOKERY. M. T. Swickard, Bureau of Human Nutrition and Home Economics. L-326. 24 pp. 1952. INF

BEEF . . . FACTS FOR CONSUMER EDUCATION. I. H. Wolgamot, Bureau of Human Nutrition and Home Economics. AIB-84. 21 pp., illus. 1952. INF

RECIPES FOR QUANTITY SERVICE. FOOD SERVICE VI. G. Schlosser and V. Chapman, Bureau of Human Nutrition and Home Economics. PA-212. 31 pp. 1952. INF

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